

WHAT IS CLAIMED IS:

1. An on-line method of matching students with scholarships the method comprising:

providing a pool of databases comprising one or more databases, the pool of databases being logically partitioned into at least a national section and at least one local section, the pool of databases containing entries from a plurality of customers;

receiving, through a computer network, a first request formed by a first customer to insert an entry identifying a scholarship into one or more of the national section and a first local section;

inserting the entry into the pool of databases, the entry being inserted into the pool of databases consistent with the first request;

receiving a second request to search for scholarship information, the second request sent by a user through a web site associated with the first customer; and

searching for scholarship information consistent with the second request, a scope of said searching having a dependency on at least the web site associated with the first customer, the dependency resulting in the scope of said searching including the first local section associated with the first customer;

receiving a third request to search for scholarship information, the third request sent by the user through a web site associated with a second customer;

searching for scholarship information consistent with the third request, a scope of said searching having a dependency on at least the web site associated with the second customer, the dependency resulting in the scope of said searching excluding the first local section associated with the first customer;

whereby said searching for scholarship information consistent with said second request produces any match between a student and scholarship information.

2. The method of claim 1, further comprising the scope of the search including national scholarships.

3. The method of claim 1, further comprising gathering student information.

4. The method of claim 1, wherein the scholarship comprises one of a scholarship, a grant, an award, a loan, and financial aid.

5. The method of claim 1, wherein said searching for a scholarship consistent with the third request comprises searching the national section of the pool of databases.

6. An on-line method of matching students with scholarships, the method comprising:

providing a first pool of databases comprising one or more databases, the first pool of databases containing entries from a plurality of sources, each entry being associated with a specific source and identifying a scholarship;

receiving, from a plurality of users, a plurality of requests to search for a scholarship, each request formed by a user, each request associated with a student and comprising personal information associated with that student;

searching, with respect to each request, for scholarship information consistent with said receiving;

storing, in a second pool of databases comprising one or more databases, personal information specific to each student associated with a request; and providing demographic information derived from the second pool of databases;

wherein said searching produces any match between a student associated with each request and scholarship information, and whereby said providing results in a recipient receiving reliable demographic information; and

wherein each request is formed on a web page hosted by an entity and a scope of said searching is at least partially dependent on stipulations of the entity.

7. The method of claim 6, wherein the scholarship comprises one of a scholarship, a grant, an award, a loan, and financial aid.

8. The method of claim 6, wherein said providing demographic data comprises providing demographic data to a third party.

9. An on-line method of matching students with scholarships, the method comprising:

storing scholarship data comprising national scholarship data and local scholarship data;

receiving a first search request from a user, the first search request comprising a first search criteria;

searching, in association with a first web site, the scholarship data based on at least the first search criteria;

returning first search results, through the first web site, the first search results including matches between the first search criteria and the national

scholarship data, and omitting matches between the first search criteria and the local scholarship data;

providing a customer-specific web site access to the scholarship data;

receiving a second search request, from the customer-specific website, the second search request comprising a second search criteria;

searching the scholarship data based on at least the second search criteria;

and

returning second search results via the customer-specific web site, the second search results including matches between the second search criteria and the national data, matches between the second search criteria and the local data as authorized by an associated at least one customer, and omitting matches between the second search criteria and the local data that are unauthorized by an associated at least one customer.

10. The method of claim 9, further comprising prioritizing match with the local scholarship data ahead of matches with the national scholarship data.

11. The method of claim 9, wherein the first search criteria and second search criteria are the same, and the first search results are different from the second search results.

12. The method of claim 9, wherein the customer-specific website comprises a plurality of customer-specific websites.

13. The method of claim 9, wherein the scholarship data comprises at least one of a scholarship, a grant, an award, a loan, and financial aid.

14. A system for matching students with scholarships, the system comprising:

- scholarship data comprising national scholarship data and local scholarship data;
- a first web site configured to provide a first search request from a first user, the first search request comprising a first search criteria;
- a customer-specific web site configured to provide a second search request from a second user, the second search request comprising a second search criteria;
- a search engine configured receive the first search request, to search said scholarship data based on the first search criteria, and to return first search results through the first web site, the first search results including matches between the first search criteria and the national scholarship data, and omitting matches between the first search criteria and the local data; and
- said search engine further configured to receive the second search request, to search said scholarship data based on the second search criteria, and to return second search results through the customer-specific web site, the second search results including matches between the second search criteria and the national data, matches between the second search criteria and the local data as authorized by an associated at least one customer, and omitting matches between the second search criteria and the local data that are unauthorized by an associated at least one customer.

15. The system of claim 14, wherein the first search criteria and second search criteria are the same, and the first search results are different from the second search results.

16. The system of claim 14, wherein the customer-specific website comprises a plurality of customer-specific websites.

17. The system of claim 14, wherein the scholarship data comprises at least one of a scholarship, a grant, an award, a loan, and financial aid.